

Montana WIC Program

Retailer Newsletter

WINTER 2013

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**Please
share this
information
with all store
staff.**



Important Infant Formula Changes!

The maker of Similac products, Abbott Nutrition, is changing some of their infant formula nutrition which makes certain products no longer WIC eligible. **This means Similac Sensitive, Total Comfort and Spit-up will be phased out of the Montana WIC Program. Starting January 1, 2014, Similac Advanced and Enfamil Prosobee will be the only standard WIC infant formulas.** Some WIC participants will still receive Sensitive, Total Comfort and Spit-up on their benefits, but their numbers will decrease.

Starting in January you will likely see an increased demand for Similac Advanced and a decreased demand for other Similac formulas. However, your stocking requirements will continue to require Similac Advance, Similac Sensitive and Enfamil Prosobee be shelved through September 30, 2014. During that time, you will have the option to request an exemption for Similac Sensitive if your store experiences a significant decreased demand for this product. Stocking requirements will no longer include Similac Sensitive starting on October 1, 2014.

It is important to remember stocking requirements have not changed and Similac Advanced and Enfamil Prosobee are not affected; they will continue to be available for all WIC participants.

For any questions, please get in touch with any member of the retail team; contact information is located on page 4.



Montana WIC Facts November 2013

- ⇒ WIC participants served – 18,335
- ⇒ Authorized retailers – 194
- ⇒ Benefits (checks) paid – 41,136
- ⇒ Benefits (checks) rejected – 515
- ⇒ Top rejection reasons:

Missing Stamp – 104

Cashed Too Late - 105

Over Max Price – 242



CANCELLED!

Retailer Advisory Group Conference Call

The Retailer Advisory Group conference call scheduled for January 16, 2014, is cancelled until further notice. Please call Glade Roos at 406-444-2841 if you have any questions regarding this cancellation.

New WIC Benefit Design

You will soon see a slightly new WIC benefit design in your stores. The main difference is the stock is whiter than before and the old WIC logo was removed. You may accept both old and new benefits.

MONTANA WIC PROGRAM PO BOX 202951 HELENA, MT 59620-2951		SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS & CHILDREN (WIC) WIC ENCOURAGES BREASTFEEDING		ACCT # 806100 75-1234 818	
CLINIC ID	WIC ID	PARTICIPANT NAME		FIRST DAY TO USE	
VOID		MONTANA RETAILER STAMP		DATE USED	
				LAST DAY TO USE	
				INITIALS	CORRECTION
				AMOUNT OF SALE	
				REJECTED BY BANK IF NOT CLEARLY STAMPED	
RETAILER/FARMER - DO NOT ACCEPT UNLESS YOU HAVE A MONTANA WIC CONTRACT PAYABLE THROUGH <i>Solutran</i> Citizens Alliance Bank, Howard Lake Branch, Clara City, MN 56222				SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY	

Upcoming Food List Changes

Starting May 1, 2014, there will be slight changes to the WIC Approved Food List. Stores will receive an updated list that will fit inside of the existing program booklets for retailers. The new food list will arrive in your stores starting in January. Along with the food list you will receive a “cheat sheet” showing which products changed. If you have any questions about this change, please contact Leah Steinle at 406-444-5530.

Tricky WIC Questions

See if you can correctly answer the following questions about WIC. Answers are on page 4 of this newsletter.

Question #1: A WIC customer comes up to the counter with a \$6.00 Fruit and Vegetable Benefit. When you ring them up, the total comes to \$6.57. What do you do?

- A. Let the customer pay the extra \$.57
- B. Since WIC customers cannot go over the amount on the Fruit and Vegetable benefit, help the customer figure out how they can get as close to \$6.00 without going over the amount
- C. Tell the customer to go back and try again

Question #2: True or False - A WIC customer is allowed to substitute two half-gallons of milk for one gallon of milk, even if there is a gallon available on the shelf.

Question #3: Of the products below, what is the only **non-approved** WIC item?

- A. 16 oz. package of instant brown rice
- B. 8 oz. pepper jack cheese
- C. One dozen large eggs
- D. 5 oz. of light tuna

Question #4: What is the first step in a WIC transaction?

- A. Have the WIC participant sign the benefit
- B. Make sure all the items at the counter are WIC approved
- C. Ask for the participant booklet to check the name and hold on to it

Question #5: True or False – WIC customers may use coupons or store loyalty cards.

Question #6: If I have a question about WIC, I can...

- A. Call my LARC (Local Agency Retail Coordinator)
- B. Call the state office retail team
- C. Review the program booklet for retailers
- D. Review the Retailer Reference Guide
- E. Review the website at <http://www.dphhs.mt.gov/wic.retailers.shtml>
- F. All of the above



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Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and participant concerns.

Contact **Leah Steinle** (406-444-5530) for questions about benefit redemption or allowable WIC foods.

Contact **Glade Roos** (406-444-2841) at the State WIC office with questions about your contract or stocking requirements.

Contact **Kevin Moore** (406-444-4746) with price changes for WIC foods.

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

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Answers to quiz on page 3: B, True, B, C, True, F
If you have any questions about the answers, call the Retail Team!

